AMENDMENTS TO THE CLAIMS

Please replace the pending claims with the following claim listing:

1-7. **(Canceled)**

8. **(Currently Amended)** A system for broadcasting advertisements to an audience which comprises:

~~means for obtaining~~ a profile gatherer that obtains programme-receiving audience profiles;

~~means for matching~~ a profile matcher that matches a given advertisement's target audience profile to a given programme-receiving audience profile;

~~means for broadcasting~~ a broadcaster that broadcasts advertisements dependent upon target audience profiles and programme-receiving audience profiles; and

~~means for dictating~~ a dictator that dictates that the broadcast of certain identical multiple advertisements shall be initiated to at least two of the IP addresses within the programme-receiving audience in at least one of the same respective advertisement slots, during the same broadcast;

wherein:

said ~~means for obtaining programme-receiving audience profiles operate~~ profile gatherer operates with ~~means for interrogating~~ an interrogator that interrogates set top boxes with individual IP addresses in order to determine the nature of the programs viewed by the programme receiving audience per at least one IP address;

said ~~means for broadcasting advertisements operate~~ broadcaster operates with ~~means for analysing~~ an analyzer that analyzes viewer habits for particular IP addresses in order to generate a programme-receiving audience profile for at least one IP address; and

said ~~means for broadcasting advertisements~~ broadcaster initiates transmission of identical multiple advertisements to at least two target IP address for the same advertisement slot, with each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism, the TTL being utilized to

achieve selective play-out of the advertisements, the selective play-out being achieved by setting the TTL of some of the multiple advertisements at a value approaching zero so that those advertisements will expire before they can be played out at the target destination, and setting the TTL of other advertisements with higher values so that the other advertisements are played out at the target destination, the TTL values of the advertisements set differently for different target destinations such that the advertisements played out at one of the target IP addresses is different than the advertisements played out at the other of the target IP addresses for the same advertisement slot.

9. **(Previously Presented)** A system according to claim 8, wherein the system collects data by using polling pulses and stores data for analysis in a data collector located remotely from the set top boxes.

10. **(Previously Presented)** A system according to claim 8, wherein the system uses a bank of advertising campaigns where advertising campaigns are classified by integrating numerically tagged segment codes.

11. **(Previously Presented)** A system according to claim 8, comprising a first server for obtaining programme-receiving profiles and at least a second server containing tagged advertisements.

12. **(Currently Amended)** A system according to claim 8, further comprising:

~~means for receiving~~ a receiver that receives the multiple advertisements from the ~~means for broadcasting advertisements~~ broadcaster; and

a mechanism for controlling advertisements by allowing the play-out of only a portion of the multiple advertisements whilst the remaining portion of the multiple advertisements expires, based on the TTL values of each of the advertisements.

13. **(Previously Presented)** A system according to claim 8, wherein the system stores further information such as the program buyer profile, time of broadcast and nature of broadcast and utilises an interface between the audience profiles data stored and said further information to select appropriate advertisements.

14. **(Currently Amended)** A system according to claim 8, wherein the system ~~further comprises means allowing~~ allows the audience to interact during an advertisement, ~~means which store~~ stores data as part of the audience profile to record any such interaction and ~~means which may be set to trigger~~ triggers the release of further similarly classified advertisements to the audience.

15. **(Previously Presented)** A system according to claim 8, wherein during a given broadcast with a plurality of advertisement breaks, the system is adapted to record for an individual audience the series of advertisements delivered during an initial break and then adjust the content of the following series of advertisements delivered during a subsequent break.

16. **(Currently Amended)** A system according to claim 8, wherein during a given broadcast on a given channel with a plurality of advertisement breaks, the system is adapted to record for an individual audience whether the viewer switches to another channel during the break and the system ~~comprises means to calculate~~ calculates which channel ~~he/she~~ the viewer is likely to switch to and tailor the advertisement delivered to said most probable channel to correspond to the audience in question.

17. **(Previously Presented)** A system according to claim 8, wherein the information identified such as the audience profiles is stored remotely from the viewer/listener receiver units.

18. **(Previously Presented)** A system according to claim 8, wherein the programme-receiving audience profiles are based on an analysis of individual audience member`s viewing habits over a period of time and the subsequent build up of these profiles into clusters of interest groups for content and advertisement targeting purposes.

19. **(Previously Presented)** A system according to claim 8, wherein the system uses a bank of advertising campaigns, the system being configured such that advertising campaign material and/or mainstream broadcast content can be collated, grouped, managed, and coordinated for the purpose of linking the profile groupings to relevant content in order to achieve targeting and personalized delivery of content.

20. **(Currently Amended)** A system for broadcasting advertisements to an audience which comprises:

~~means for obtaining~~ a profile gatherer that obtains program-receiving audience profiles for a program-receiving audience;

~~means for interrogating~~ an interrogator that interrogates set top boxes with individual IP addresses, the ~~means for obtaining program-receiving audience profiles~~ profile gatherer operating with the ~~means for interrogating set top boxes with individual IP addresses~~ interrogator to determine the nature of programs viewed by the program receiving audience for at least one IP address;

~~means for matching~~ a profile matcher that matches a given advertisement's target audience profile to a given program-receiving audience profile; [[and]]

~~means for broadcasting~~ a broadcaster that broadcasts advertisements dependent upon target audience profiles and program-receiving audience profiles;

~~means for analyzing~~ an analyzer that analyzes viewer habits for particular IP addresses, the ~~means for broadcasting advertisements~~ broadcaster operating with the ~~means for analyzing viewer habits for particular IP addresses~~ analyzer to generate a program-receiving audience profile for at least one IP address; and

~~means for dictating~~ a dictator that dictates that the broadcast of certain identical multiple advertisements shall be initiated to at least two of the IP addresses within the program-receiving audience in at least one of the same respective advertisement slots, during the same broadcast;

wherein the ~~means for broadcasting advertisements~~ broadcaster initiates transmission of identical multiple advertisements to at least two target IP addresses for the same advertisement slot, each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism, the TTL being utilized to achieve selective play-out of the advertisements, the selective play-out being achieved by setting the TTL of

some of the multiple advertisements at a value approaching zero so that the corresponding advertisements will expire before the advertisements can be played out at the target destination, and setting the TTL of other advertisements with higher values so that the other advertisements are played out at the target destination, the TTL values of the advertisements set differently for different target destinations such that the advertisements played out at one of the target IP addresses is different than the advertisements played out at the other of the target IP addresses for the same advertisement slot.

21. **(Currently Amended)** A system according to claim 20, further comprising:

~~means for receiving~~ a receiver that receives the multiple advertisements from the ~~means for broadcasting advertisements~~ broadcaster; and

a mechanism for allowing the play-out of only a portion of the multiple advertisements while the remaining portion of the multiple advertisements expires, based on the TTL values of each of the advertisements.

22. **(Currently Amended)** A system for broadcasting advertisements to an audience which comprises:

~~means for obtaining~~ a profile gatherer that obtains programme-receiving audience profiles;

~~means for matching~~ a profile matcher that matches a given advertisement's target audience profile to a given programme-receiving audience profile;

~~means for broadcasting~~ a broadcaster that broadcasts advertisements dependent upon target audience profiles and programme-receiving audience profiles, the programme-receiving audience profiles being based on an analysis of individual audience member's viewing habits over a period of time and the subsequent build up of these profiles into clusters of interest groups for content and advertisement targeting purposes; and

~~means for dictating~~ a dictator that dictates that the broadcast of certain identical multiple advertisements shall be initiated to at least two of the IP addresses within the programme-receiving audience in at least one of the same respective advertisement slots, during the same broadcast;

wherein:

said ~~means for obtaining programme receiving audience profiles operate~~ profile gatherer operates with ~~means for interrogating~~ an interrogator that interrogates set top boxes with individual IP addresses in order to determine the nature of the programs viewed by the programme receiving audience per at least one IP address;

said ~~means for broadcasting advertisements operate~~ broadcaster operates with ~~means for analysing~~ an analyzer that analyzes viewer habits for particular IP addresses in order to generate a programme-receiving audience profile for at least one IP address; and

said ~~means for broadcasting advertisements~~ broadcaster initiates transmission of identical multiple advertisements to at least two target IP addresses for the same advertisement slot, with each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism, the TTL being utilized to achieve selective play-out of the advertisements, the selective play-out being achieved by setting the TTL of some of the multiple advertisements at a value approaching zero so that those advertisements will expire before they can be played out at the target destination, and setting the TTL of other advertisements with higher values so that the other advertisements are played out at the target destination, the TTL values of the advertisements set differently for different target destinations such that the advertisements played out at one of the target IP addresses is different than the advertisements played out at the other of the target IP addresses for the same advertisement slot.

23. **(Previously Presented)** A system according to claim 22, wherein the system uses a bank of advertising campaigns, the system being configured such that advertising campaign material and/or mainstream broadcast content can be collated, grouped, managed, and coordinated for the purpose of linking the profile groupings to relevant content in order to achieve targeting and personalized delivery of content.

24. **(New)** A method for broadcasting advertisements to an audience, comprising:

obtaining program-receiving audience profiles for a program-receiving audience;

interrogating set top boxes with individual IP addresses to determine the nature of programs viewed by the program-receiving audience for at least one IP address;

matching a given advertisement's target audience profile to a given program-receiving audience profile;

generating a program-receiving audience profile for at least one IP address by analyzing viewer habits for the at least one IP address;

dictating that the broadcast of certain identical multiple advertisements shall be initiated to at least two of the IP addresses within the program-receiving audience in at least one of the same respective advertisement slots, during the same broadcast; and

broadcasting advertisements dependent upon target audience profiles and program-receiving audience profiles by initiating transmission of identical multiple advertisements to at least two target IP addresses for the same advertisement slot, each advertisement to each target IP address having a Time to Live (TTL) inbuilt expiry mechanism, the TTL being utilized to achieve selective play-out of the advertisements, the selective play-out being achieved by setting the TTL of some of the multiple advertisements at a value approaching zero so that the corresponding advertisements will expire before the advertisements can be played out at the target destination, and setting the TTL of other advertisements with higher values so that the other advertisements are played out at the target destination, the TTL values of the advertisements set differently for different target destinations such that the advertisements played out at one of the target IP addresses is different than the advertisements played out at the other of the target IP addresses for the same advertisement slot.

25. **(New)** The method recited in claim 24, further comprising:

receiving one of the identical multiple advertisements; and

playing-out a portion of the received multiple advertisements while the remaining portion of the received multiple advertisements expires, based on the TTL values of each of the advertisements.